



FoodSaver® System Makes Spring Cleaning Easy, Efficient and Fun *Challenges Consumers to Spruce Up, Share Experiences & Win Prizes!*

Boca Raton, FL – May 20, 2014 – It's springtime, a time for new beginnings, fresh starts and clean slates – especially in the home – as homemakers take stock of their surroundings, clean up, organize, and get rid of the old while inviting in the new. In a move to inspire consumers to organize their kitchens, from refrigerator to pantry (and save money too), the [FoodSaver®](#) Brand is challenging consumers to share the creative ways they use the system to store and organize kitchen necessities to de-clutter their lives.

The **FoodSaver®** Brand is making spring cleaning fun and interesting this year with its **Spring Cleaning Challenge**, just launched on its [Facebook](#) page! The challenge: Make a few small changes in the kitchen, get organized using the **FoodSaver®** system, bags and accessories, and share those experiences. By sharing their stories of simple and unique ways they have used the **FoodSaver®** system to tidy up fans will have the opportunity to win small prizes each week to help them stay organized all year long. Also, each weekly story fans submit will enter them into the Grand Prize contest. The entry period ends May 28, 2014.

One deserving fan will win the ultimate Grand Prize -- **a complete freezer & pantry makeover** courtesy of the **FoodSaver®** Brand team. The team will descend on the winner's kitchen to de-clutter and organize both the freezer and pantry the right way! The winner will receive a **FoodSaver®** Vacuum Sealing System, a grocery shopping spree with the team, and enjoy a front row seat to a series of personalized in-home demos on sealing and saving goods in the most efficient ways. As a bonus, the team will also provide the winner with a few secondary or unexpected uses for the system. Video and photo content captured from the exciting Grand Prize fulfillment day in the winner's home will be showcased on the brand's [Facebook](#), [YouTube](#), and [Pinterest](#) channels, as well as on [Foodsaver.com](#). The Grand Prize winner will be announced in June.

"This engaging challenge is meant to build awareness of the many unique storage occasions the **FoodSaver®** system, bags and accessories afford consumers, and inspire them to move beyond its basic uses to discover the endless possibilities," stated Ofelia Silva, Consumer Marketing Director, **FoodSaver®** brand. "Not only will this challenge bring to light tips and innovative uses for the system, but it will kick start a meaningful conversation among fans and provide a forum to keep the discussion alive."

The top three food preservation tips for this spring according to the **FoodSaver®** Brand are:

1. **Make sure fruits and veggies are frozen separately!** When buying extra fruits and vegetables to freeze for future use, remember to store them separately. Some fruits give off high levels of ethylene, a ripening agent, that can prematurely ripen and spoil surrounding vegetables.
2. **To thaw or not to thaw?** While precooked meals do not need to be thawed, they may reheat more evenly if they are. Many meats do not need to be thawed completely if they are being cooked at a fast, high heat.
3. **Salad-in-a-jar to-go!** Save time during the week by preparing a week's worth of lunches all at once. Add all your favorite salad ingredients to a Ball® mason jar for on-the-go convenience.



The FoodSaver® Brand Wide-Mouth Jar Sealer works great with mason jars and keeps salad fresh longer.

And, the brand's first-ever 2-in-1 system offers the versatility to make it all happen! The **FoodSaver® 4800 Series Vacuum Sealer** provides the functionality and convenience of two vacuum sealing appliances in one. The system works with heat seal bags and rolls for long term storage, and with its retractable accessory adapter performs with vacuum zipper bags, canisters and containers for short term storage! Compact, upscale, and fully automatic, this appliance features an easy-open drawer with patented removable drip tray for easy clean up. As always, the FoodSaver® system keeps food fresh up to five times longer, helps prevent freezer burn, and saves families up to \$2,700 a year*. (MSRP: \$169.99 - \$199.99)

**Based on buying in bulk and on sale, and preventing waste.*

FoodSaver® is the industry leader and top-selling vacuum sealing brand. It is among Jarden Corporation's portfolio of consumer products brands. For more information, visit www.foodsaver.com.

About Jarden Corporation

Jarden Corporation is a leading provider of a diverse range of consumer products with a portfolio of over 120 trusted, quality brands sold globally. Jarden operates in three primary business segments through a number of well recognized brands, including: Outdoor Solutions: Abu Garcia®, AeroBed®, Berkley®, Campingaz® and Coleman®, ExOfficio®, Fenwick®, Gulp!®, Invicta®, K2®, Marker®, Marmot®, Mitchell®, PENN®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Völkl® and Zoot®; Consumer Solutions: Bionaire®, Breville®, Crock-Pot®, **FoodSaver®**, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lifoam®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex®, Tigex® and Yankee Candle®. Headquartered in Florida, Jarden ranks #383 on the Fortune 500 and has over 30,000 employees worldwide. For further information about Jarden, please visit www.jarden.com.

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